



Using the Cloud to Increase Business Productivity

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The most competitive and innovative product is nothing without an organization's steadfast ability to successfully plan and efficiently execute on overall business strategy. To be competitive, dynamic and successful, business policy makers need engaged and highly productive employees executing on goals that are aligned with the organization's strategic objectives. Also, smart business leaders should ensure that technology is leveraged to drive and enhance productivity. Using technology to maximize your business productivity creates the platform to fully realize business success.

So, how does the business owner and executive increase their business's productivity and keep employees happy and motivated at the same time? With the Cloud, you can do just that by empowering your organization with flexible and scalable working via access to all files, systems and data from anywhere around the world. You will be able to boost continuity and rest easy knowing there will be zero downtime and ultimately, increased productivity.

'Cloud computing is revolutionizing the way we work and live, resulting in a seamless integration of resources from work to home. With inter-office activities streamlined, productivity skyrockets.' (Source: ERPCloud News)



Here's 7 ways your business will increase its productivity by using the Cloud:

1. **Mobility** – With the Cloud comes true mobility. Whether it is local, national, or international, travel plays a large role within most organizations. With the Cloud, it's possible to check email on a plane, finish a proposal from a hotel room or access all of your company's data and applications at a new prospect's headquarters. Access is granted anytime, anywhere and on any connected device.
2. **Telecommuting** – The Cloud enables your employees to work remotely, avoiding a taxing daily commute and the headaches that inevitably come with traffic. With reduced stress, employees are often happy to go the extra mile for the company and your customers.
3. **Business Continuity** – Even when disasters strike, the Cloud gives you, your staff and your customers the peace of mind that you will continue operating 'business as usual.' You have comfort in knowing that your data is safely stored in a remote commercial grade data centre, backed by the highest level of security and control.
4. **Recruiting and Retention** – Just because your top employee is relocating, or you know the top industry talent is nowhere near your headquarters, doesn't mean that you have to settle for second best. You're never limited by geography in the Cloud. You have the resources to easily recruit, train and retain highly talented employees that are located anywhere in the world.
5. **Happy Employees** – A happy employee spends far more time focusing on their work than complaining about stress. Employees, who work in the Cloud, collaborate more and work more efficiently because they are not facing rush hour traffic, have fewer distractions, and most importantly, they have a healthier work/home life balance.
6. **Simple Automation** - Once the initial cloud environment is set up properly, maintenance functions become just a matter of using the management console. Customizing what kind of service a business needs at any time is configurable via a portal. The service portal facilitates a cutting down the 'time to market.' The number of internal technical people required also goes down substantially.
7. **Standardisation** - The Cloud paradigm forces standardization of services across the organization. Cloud business strategies add a lot of objectivity to the whole enterprise IT infrastructure and choices around software systems and financial, legal and procedural standards. This in turn should mean the operational objectives manifest in the form of KPI's. With these objectives in place, increasing productivity will become a key business component.

'Australian businesses taking a cloud approach could lower their information and communication technologies operations by up to 25% and expenditures by up to 50%.' (Source:KPMG).

The basic nature of cloud computing is that it is elastic (flexible on-demand) in providing resources. Cloud Solutions support and maintains software, hardware, infrastructure, and IT support on external servers that are accessible via the Internet. Resources are streamlined, systems become leaner and the workforce motivated. As the leader of a company, you know that the most important thing to your business is your customers. The cloud is an opportunity in waiting for your business - maximise your business productivity and deliver the best possible service to your customers.

About Cymax: For over 15 years Cymax have provided 'award winning' integrated technology solutions to hundreds of customers of all sizes, across a broad range of industries Australia-wide. Cymax are Cloud specialists delivering absolute 'peace of mind' business continuity and customers see Cymax as their trusted long-term business partner. *This serves to deliver* unique, responsive, scalable business building solutions that enhance productivity, maintain security & provide ROI.
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